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1912

KEVITT'S MID SUMMER CATALOGUE OF FALL BEARING STRAWBERRIES.

THE LIMIT OF NATURE'S POSSIBILITIES

The Great Mid Summer and Fall Bearing
Strawberry



Old and Young Plants of the "AMERICUS" in Bearing
In the Fall Months: A true Story.

T.C. Kevitt.

Athenia, New Jersey.

The Largest Grower of
Fall Bearing Strawberry Plants

Kevitt's Pot Grown Strawberry Plants

Set Out This Summer Will Bear a Full Crop of
Strawberries Next Spring Guaranteed.



PAN-AMERICAN.

One Plant Bearing Late in October.

Pot-grown are much superior to the ordinary ground layer plants sold in the spring, as there

is no loss of fine roots in taking them up. In taking up the plants we select the first runner and strongest plants, our fields cover over 15 acres—in this case you are sure to receive strong rooted plants which will yield next spring enormous crops of strawberries, this I will guarantee, and they can be shipped safely to distant parts of the United States and guaranteed to reach you in a perfect fresh and growing condition and may be transplanted at any season even if the weather is unfavorable and dry. The earlier the plants can be planted after August 1st, the larger they will grow and the more fruit they will produce next spring.

Will be well rooted, ready to ship the early part of August, and if set out before September 15th they will grow into fine plants and yield a full crop of luscious fruit next spring—a clear gain of one year over spring-set plants. Send in your orders at once in order to get the first rooted plant from the runners as I fill all orders in rotation they are received. My first crop of plants will be well rooted and ready to ship August first. Small lots of plants can be mailed if 10c per dozen is added to the prices to cover the cost of postage.



Plants in bearing in the hedge rows the next season.

BRIEF DIRECTIONS FOR CULTURE—Kevitt's System.

Strawberries require a rich soil. The plants, for best results, should be set 15 inches apart in rows 2 feet apart. 100 plants will plant 4 rows 30 feet long; an acre requires 15,520 plants if set at above distance.

For horse cultivation, they should be set 2 feet apart in rows 3 feet apart, requiring 7,260 plants for an acre. Firm the plants well in, keep the soil thoroughly cultivated during the growing season and cut off all runners. Middle of November cover the plants with coarse horse-manure or swail hay to a depth of 2 inches. In early spring, as soon as the plants show an indication of growth, rake the coarse litter off the plants, the fine mulch protects the plants from the heat in summer and keeps the fruit clean.

PERFECT *VERSUS* IMPERFECT FLOWERING STRAWBERRIES.

The blossoms of strawberries are either staminate (perfect flowering) or are destitute of stamens and are termed pistillate (imperfect flowering). Pistillate varieties must have a row of some perfect flowered sort flowering at the same time planted every nine or twelve feet apart among them, or better yet, every third or fourth plant in the row, to pollinize their blossoms. When properly collenized the pistillate varieties are usually the most prolific.

A FULL CROP FROM EACH PLANT NEXT SPRING—GUARANTEE.

Kevitt's Pot Grown Strawberry Plants Will Yield a Full Crop of Strawberries Next Season.

25 plants of one variety will be supplied at the 100 rate, 250 at the 1,000 rate, and dozen lots sent by mail.

Names of Varieties.	Doz.	100	1,000
ARNOUT—Medium early.....	.40	\$2.75	\$25.00
ALMO—Very early.....	.40	2.75	25.00
BISMARCK—Early.....	.40	2.75	25.00
CLIMAX—Early.....	.40	2.75	25.00
CHESAPEAKE—Late.....	.50	3.00	25.00
FENDALL—Late.....	.40	2.75	25.00
CANDY—Late.....	.40	2.75	25.00
GLEN MARY—Mid-season....	.40	2.75	25.00
HERTAGES—Mid-season.....	.40	2.75	25.00
MARSHALL—Mid-season.....	.40	2.75	25.00
NEW YORK—Mid-season.....	.40	2.75	25.00
KEVITT'S WONDER—			
Mid-season.....	.40	2.75	25.00
OOM PAUL—Early.....	.40	2.75	25.00
SAMPLE—Late.....	.40	2.75	25.00
STEVENS—Late.....	.40	2.75	25.00
TWILLEY—Mid-season.....	.40	2.75	25.00
THREE W's—Mid-season.....	.40	2.75	25.00
WM. BELT—Mid-season.....	.40	2.75	25.00

GOV. FORT—Very late..... .40 2.75 25.00
GOV. WILSON—Late..... .40 2.75 25.00

AT LAST REVEALED—A NEW INDUSTRY!

Growing strawberries the entire summer and fall months, planting the fall bearers for several years, I have fruited these fall-bearing plants, my own experience and observation, the *AMERICUS* will yield during August, September and October five to six thousand quarts of choice strawberries per acre.

Saint Paul, Minn., Apr. 27, 1912.

Mr. T. C. Kevitt, Athenia, N. J.

Dear Sir: The strawberry and raspberry plants which you shipped on the 17th were received by me on the 19th, and part of them placed in the ground on the 20th. The planting was finished on the 25th. The plants were very nice. The count of the strawberry plants was extra good. Thanking you for your promptness and satisfactory handling of the order, I beg to remain, yours very truly,

H. E. CRIBBS.

1663 Edgerton St.

Wish to thank you for the extra plants of Heritage and Kevitt's Wonder.

Easton, Pa., Apr. 25, 1912.

Mr. T. C. Kevitt.

Dear Sir: I have received my strawberry plants all O. K., and I have planted them at once. I thank you very much for those extra plants you sent along with my order. I remain yours,

AL. BABP.

R. F. D. No. 1.

Agawan, Mass., May 4, 1912.

Mr. T. C. Kevitt.

Dear Sir: Plants received in good condition and fine plants. Will you have Surprise another year? Yours truly,

C. W. SMITH.

Yale, Okla., 4-27-12.

Mr. T. C. Kevitt.

Dear Sir: I received the berry plants in O. K. style and thanking you for good service and liberal count. I remain,

J. T. TAYLOR.



A FIELD OF GLEN MARY STRAWBERRIES ON MY FARM.

One of the Best and Profitable. Will Yield More Fruit Per Acre Than Any Other Variety.

GLEN MARY (Perfect).

No let up with its great productiveness—yields more fruit per acre year after year, than any other two varieties combined. The most important feature with the *GLEN MARY* is it commences to ripen with the early varieties and continues to yield large berries. All through the fruiting season when all other varieties cease the *GLEN MARY* ends in a blaze of glory with the vines filled with strawberries. Twenty years growing and testing each season over 100 varieties, I have never fruited any variety from which I have realized as much money—the only one that will pay the largest for capital invested. The berries are large crimson color, juicy and a good shipper. Plants are thrifty growers.

SAMPLE (Imperfect).

Same as Glen Mary—will yield more quarts of strawberries per acre than any other variety. One of the most beautiful late strawberries, fruit large bright red plants, are very thrifty growers—will grow on all kinds of soil. One of the popular standard. I fill more orders with *SAMPLE* and *GLEN MARY* than any other varieties.

FENDALL (Perfect).

The berries are perfect beauties—rich in color, smooth and glossy with long stems and large cap. The plant and fruit are bound to command attention wherever seen, very productive, a valuable one to plant my system.

STEVEN LATE (Perfect).

One of the late productive. This berry will succeed and yield large crops of strawberries on light

sandy soil. Plants are very thrifty growers, berries somewhat like the Gandy—it yields four times as much fruit as the Gandy.

GOVERNOR FORT (Perfect).

Kevitt's new very late new seedling strawberry, or improved Glen Mary, is the result of a cross between the *GLEN MARY* and *SAMPLE*. The berry takes after the Sample in shape and color; in productiveness it takes after Glen Mary. The plants grow enormous clusters of strawberries. Some of the fruit stems grow one foot long. This berry is inclined to ripen very late.

HERTAGE (Perfect).

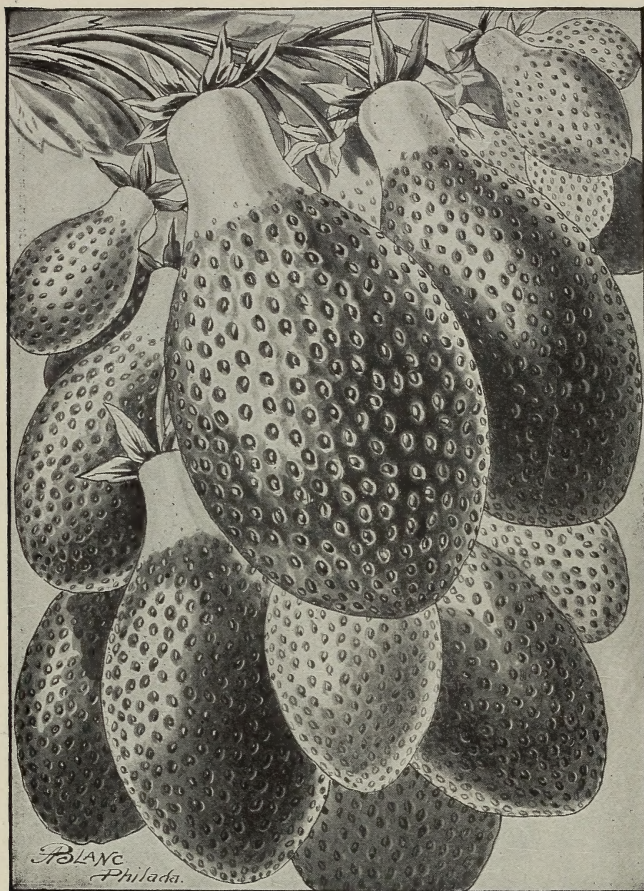
One of the thrifty growers. A New Jersey seedling, like the New York—grows enormous crops of very large berries. *HERTAGE*, here on my grounds grows enormous crops of strawberries. The berries are inclined to grow somewhat like the New York. First picking extra large, later the berries run small.

THREE W's.

One of the most productive of the new varieties. Last season I never saw more fruit on plants—no end to its great productiveness. Like the Glen Mary—a very profitable one to grow, covering a long season, early to late.

CHESAPEAKE (Perfect).

One of the greatest of all strawberries I have ever fruited in 20 years. It is the leader in the strawberry kingdom. For flavor nothing can come up to it; the only berry that I know of that has the real wild strawberry flavor. For its perfect shape noth-



KEVITT'S WONDER.

ing can equal it; for its color and firmness nothing grows like it. Members of the New Jersey Horticultural Society claimed the *CHESAPEAKE* in the highest degree beyond all others as the best flavored strawberry on my farm. It is the rich mans strawberry. The only fault is it will not yield as large a crop of strawberries as we would wish.

NEW YORK (Perfect).

One of the big croppers. Yields like the Glen Mary—enormous crops of strawberries. It is the only variety that I know of that will yield a bumper crop of fruit on light gravelly soil. Never plant the *NEW YORK* on rich soil. If the soil is good and rich the plants make too rank a growth and the berries are inclined to rot long before they are ripe.

OOM PAUL (Perfect).

The most valuable one to fertilize imperfect varieties. This great berry was introduced by me some years ago. It is listed as one of the best plants—

are robust growers, very productive berries, luscious and of immense size.

KEVITT'S WONDER. PERFECT.

At my Field Meeting, June, 1909, a large number of eminent fruit growers made critical examinations and comparison with the different varieties in bearing at that time. In regards to certain points, especially to productiveness, firmness, size and flavor, and invariably found *KEVITT'S WONDER* one of the best strawberries on my grounds—that is, covering every point of merit. A berry of high rank, exceedingly beyond the limit for productiveness.

BISMARCK (Perfect).

One of the early croppers. Very productive—yields enormous crops of strawberries. Plants are short and stocky, foliage a dark green, berries are light crimson in color and of delicious flavor. A profitable one to plant.

GANDY (Perfect).

One of the best shipping and firmest strawberries that I know of. If a grower wishes to ship to a remote or distant market he should plant the *GANDY*. The berries are sure to reach the market in a perfectly sound condition. Plants are very thrifty growers, not very prolific. I find the *GANDY* to grow best on a heavy clay loam soil. This variety yields more fruit when the plants are two or more years old. *GANDY* plants should be retained at least for three years.

CLIMAX (Perfect).

One of the profitable early sort, very productive—same as the Glen Mary—will yield enormous crops of strawberries. A remarkable feature of the *CLIMAX* is that it builds up more fruit crowns than most other varieties. Plants are thrifty growers; berries are a dark crimson; fruit is perfect in shape and almost round.

TWILLEY (Perfect).

Allen's new strawberry, for which he paid \$200 as a prize, as one of the best new sort—has made a great showing in the way of a bumper crop of strawberries last season on my grounds. The berries are exceedingly firm, large in size and well colored. Plants are very thrifty growers. I believe it will equal any berry that has ever been produced.

ALMO (Imperfect).

The gilt-edge early strawberry. One of the best and productive and the first one to ripen in the spring.

It is a wonderful cropper, like the Glen Mary—will yield more fruit per acre than any other early berry. Plants are robust growers, foliage a light green, berries a rich dark glossy red—each berry looks as if varnished. *ALMO* strawberries each season are the first ones to ripen and bring the best prices.

WM. BELT (Perfect).

One of the old standard money makers—in the same class as the Glen Mary. The *WM. BELT* berries when in the baskets, show up as one of the richest of all strawberries. The color is just right to make a show. This berry will command the best of prices in every market. All things considered it is one of the best varieties to grow. It is a very good shipper to distant markets, and one of the best in flavor.

ARNOUT (Perfect).

Of all strawberries I have ever fruited I never fruited a more productive plant. Plants set out September, 1910, yielded the largest crop on young plants last season, 1911, I ever saw on young plants. From all indications the *ARNOUT* will prove to be a valuable one to grow.

STEVENS LATE (Perfect).

One of my best and profitable late strawberries here on my grounds. Like the Gandy, it has a large cap. Berries are of light shade, yields more fruit than the Gandy, plants are thrifty growers. This variety will yield good crops of fruit on light soil. The berries are not as firm as the Gandy, it ripens late, the flavor of the berries are not as good as one would wish.

The New Strawberry
HUB (Perfect).

The *HUB* originated in Massachusetts, by Mr. Fuller, who, for many years made a specialty of growing strawberry seedlings. The *HUB* is a cross between Bubach and Belmont. Fruit is large, smooth, firm, dark glossy red, the berries shine as if varnished. It is the most attractive strawberry I have ever seen. Plants are very productive. This is the first time I have put it on the market. I can truthfully say I never grew a better strawberry. I have been in the business 58 years.

—Mr. S. H. WARREN.

PRICES

12 plants \$1.00; 25 plants \$1.50; 50 plants \$2.50;
100 plants \$4.00; 1,000 plants \$30.00.

Winterset, Iowa, Apr. 28, 1912.

Mr. T. C. Kevitt, Athenia, N. J.

Dear Sir: I wish to acknowledge receipt of strawberry plants ordered from you. Also thank you for extra ones sent in order. All came through in fine shape. Yours respectfully,

R. F. SUMMERS.

Your Methods Are Correct.

Wilmington, N. C., Jan. 9, 1911.

Mr. T. C. Kevitt, Athenia, N. J.

Dear Mr. Kevitt: I hope you still have the idea of coming to visit us again for I shall not be entirely satisfied until we have you raising berries in this section. I am so confident that your methods are correct that I consider going into the business myself as above outlined and if one can raise several hundred crates to the acre, where others are raising only 100, it ought to be profitable. Very truly yours,

H. M. CHASE.

The Generous Count.

Chicago Heights, Ill., Oct. 13, 1911.

Mr. Tice C. Kevitt, Athenia, N. J.

Dear Sir: The strawberry plants arrived all in fine shape on the 5th inst., and we have them planted. They are certainly fine plants and I do really appreciate the generous count you made me in the shipment as there were considerably over 21,000 plants in the boxes. We planted them all 16 inches apart and intend to follow your system all the way through. Yours very truly,

CHAS. J. SAUTER.

In a Greenhouse.

Deposit, N. Y., Oct. 12, 1911.

Mr. T. C. Kevitt, Athenia, N. J.

Dear Sir: The Autumn strawberry plants received this morning in good shape. Thank you for the plants; I have them set in a greenhouse. The Superb made a lot of plants; what is the price for these everbearers next spring? Yours truly,

A. DEVEREAUX.

New Mexico.

Hondale, New Mexico,

Oct. 21, 1911.

Mr. T. C. Kevitt.

Dear Sir: I thank you very kindly for the prompt shipment of your strawberry plants which arrived in fine condition; now it remains for us to do our part. I want to thank you for the extras. Yours truly,

J. M. KELLY.



ONE DAY'S SHIPMENT OF PLANTS.

AUGUST PRICES:

A full crop of luscious strawberries from your own vines next spring. In digging these plants, we hold a ball of earth to each plant and are well

watered before shipment. Guaranteed to reach you in a perfect growing condition.

25 plants will be supplied at 100 rates; 250 at 1,000 rate; doz. lots by mail, free.

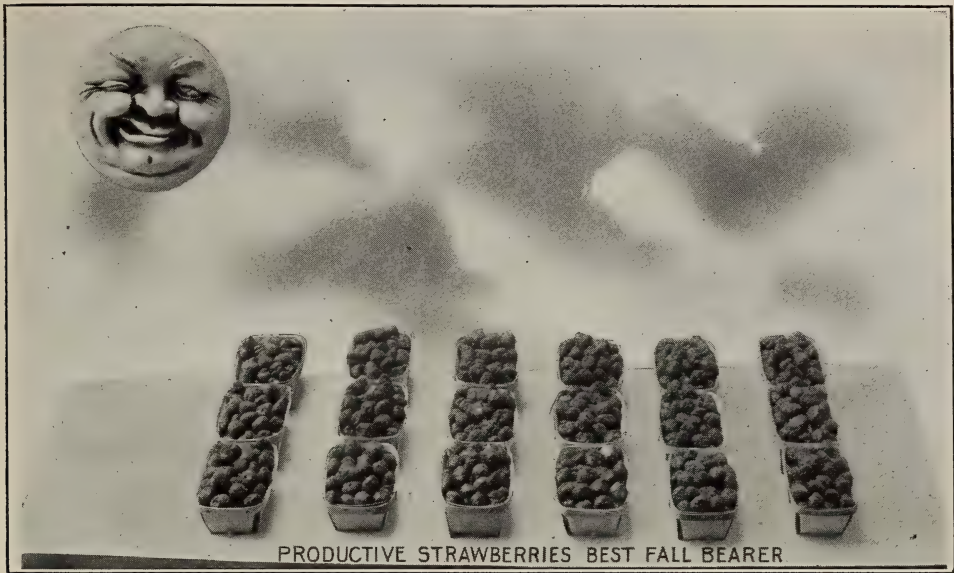
Names of Varieties.

	<i>Doz.</i>	50	100	1,000
ARNOU—Mid-season35	\$1.00	\$1.50	\$10.00
ALMO—Very early35	1.00	1.50	10.00
BISMARCK—Early35	1.00	1.50	10.00
CLIMAX—Early35	1.00	1.50	10.00
CHESAPEAKE—Late40	1.50	2.50	15.00
FENDALL—Late35	1.00	1.50	10.00
GANDY—Late35	1.00	1.50	10.00
GLEN MARY—Mid-season35	1.00	1.50	10.00
HERTAGE—Mid-season35	1.00	1.50	10.00
MARSHALL—Mid-season35	1.00	1.50	10.00
NEW YORK—Mid-season35	1.00	1.50	10.00
KEVITT'S WONDER—Mid-season35	1.00	1.50	10.00
OOM PAUL—Mid-season35	1.00	1.50	10.00
SAMPLE—Late35	1.00	1.50	10.00
STEVENS—Late35	1.00	1.50	10.00
TWILLEY—Mid-season35	1.00	1.50	10.00
THREE W's—Mid-season35	1.00	1.50	10.00
WM. BELT—Mid-season35	1.00	1.50	10.00
GOV. FORT—Very late35	1.00	1.50	10.00
GOV. WILSON—Late35	1.00	1.50	10.00

A RARE COLLECTION OF FALL BEARING FRUIT PLANTS.

Will Furnish You Ripe Strawberries and Raspberries From August Till Late in the Fall.

12 AMERICUS Strawberry Plants.....	} By Mail, for \$5.00, Postpaid
12 PRODUCTIVE Strawberry Plants.....	
12 PAN AMERICAN Strawberry Plants.....	



THE FALL BEARERS.

These Fall Bearers Are Just as Easy to Grow as the June Bearing Varieties.

The only secrets of these plants you must keep all bloom stems removed as fast as they show up until July 25th, after this date let the plants bloom and two weeks later you can pick ripe strawberries and the vines will continue to yield fruit up to November.

AMERICUS (Perfect).

One of the best of the mid-summer and fall-bearers. The plants are full of blooms and ripe strawberries from June until late in the fall. All through August, September and October the vines are filled with one mass of ripe strawberries.

PAN AMERICAN (Perfect).

One of the best mid-summer croppers. Even when our hot dry weather in mid-summer the vines are full of ripe strawberries. The *PAN AMERICAN* seems to yield and ripen more fruit when the weather is hot and dry, under favorable conditions it will yield as much fruit as the *Americus*.

PRODUCTIVE (Imperfect).

One of the most productive of the Fall Bearers—the parent plant. All through the summer and late fall it is filled with ripe strawberries. For best results and a big yield of fruit all runners should be cut as fast as they grow and should be grown in hills.

SIBERIA (Perfect).

A white strawberry, introduced for the first time and is an ever-bearer. The original plant was found by one of my collectors at Umsolvolish, Siberia, in 1910. It bears fruit every month in the year, the

berries being white in color. When fully ripe resembles that of the pineapple. Blossoms and fruit are found on the plants every day in the year. However, the best season for bearing is from August until about the end of the growing season. The berries hang in clusters on a slender stem. Each plant has several stems on which the fruit grows. This new berry promises to be of untold value when amalgamated with the best American strains.

SUPERB (Perfect).

A close rival to *Americus*. As a fall cropper, yields fruit only on the parent plant. The berries are a rich blood-red from surface to center. As a June cropper it yields enormous crops and the same plants and if the summer season is any way moist late in September the same plants are filled with fruit. Here is a strawberry plant that should be grown by every berry grower.

FRANCIS (Perfect).

Fruits from June till frost. Just as persistent as the *Pan American*, but not so strong a plant maker. It is inclined to stool and makes very few runners.

PROGRESSIVE (perfect).

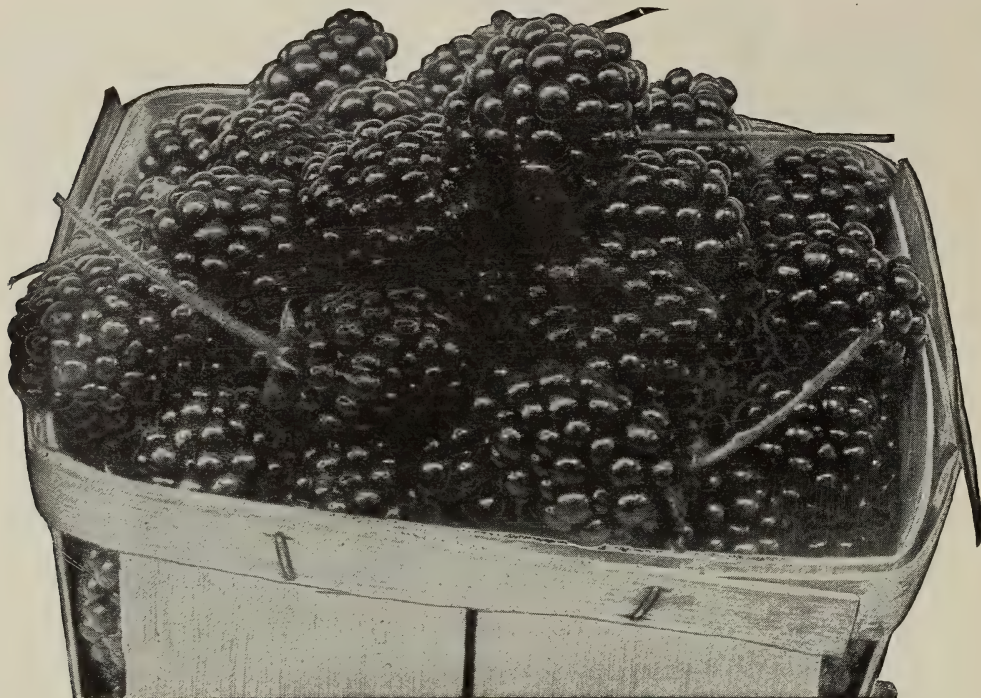
One of Mr. Rockhill's best of the Fall Bearers. The vines yield remarkable crops of fruit when grown in the hills, here on my grounds it proved a heavy fruiter late in the fall.

AUTUMN (Imperfect).

Is a genuine Fall Bearer. If weather is favorable will yield a fine crop of fruit late in the fall. Not as profitable as some of the other fall croppers.

SURPRISE (Imperfect).

A new mid-summer and Fall Bearer, originated on my grounds in 1910. This berry is a seedling of the *Pan American* crossed by *Autumn* less than four months.



"Ward" Blackberry—\$1.00 per 12 Plants.

SEPTEMBER PRICES:

This is one of the best months to transplant the strawberry plant, the nights are cool and moist at this season of the year and the plants are fully

matured. The plants start to grow at once and will yield a full crop of strawberries next spring.

25 plants will be supplied at 100 rate; 250 at 1,000 rate; dozen lots by mail.

<i>Names of Varieties.</i>	<i>Doz.</i>	50	100	1,000	2,000
ARNOUT—Mid-season30	\$.75	\$1.25	\$9.00	\$15.00
ALMO—Very early30	.75	1.25	9.00	15.00
BISMARCK—Early30	.75	1.25	9.00	15.00
CLIMAX—Early30	.75	1.25	9.00	15.00
CHESAPEAKE—Late35	.75	1.25	9.00	15.00
FENDALL—Late30	.75	1.25	9.00	15.00
GANDY—Late30	.75	1.25	9.00	15.00
GLEN MARY—Mid-season30	.75	1.25	9.00	15.00
HERTAGE—Mid-season30	.75	1.25	9.00	15.00
MARSHALL—Mid-season30	.75	1.25	9.00	15.00
NEW YORK—Mid-season30	.75	1.25	9.00	15.00
KEVITT'S WONDER—Mid-season30	.75	1.25	9.00	15.00
OOM PAUL—Mid-season30	.75	1.25	9.00	15.00
SAMPLE—Late30	.75	1.25	9.00	15.00
STEVENS—Late30	.75	1.25	9.00	15.00
TWILLEY—Mid-season30	.75	1.25	9.00	15.00
THREE W's—Mid-season30	.75	1.25	9.00	15.00
WM. BELT—Mid-season30	.75	1.25	9.00	15.00
GOV. FORT—Very late35	1.00	1.50	9.00	15.00
GOV. FORT—Late35	1.00	1.50	9.00	15.00

We are standing upon the threshold of new methods—new discoveries. Nature is creating with the aid of the human hand new forms, blending and crossing one plant with the other. We have the germ, the entering wedge—we will soon be looking towards a new race of everbearing strawberry plants that will yield enormous crops of strawberries in mid-summer and late fall.

KEVITT'S COLLECTIONS FOR SEPTEMBER PLANTING.

By Express.

The young plants at this season of the year are well rooted and full of fibrous roots. Each plant holds more or less earth to the roots and can be safely transplanted at any time even if the soil is dry and will grow into fine plants and yield a full crop of strawberries next spring.

Collection 1.—For experiment and testing. All the leading new and old standard varieties, will yield fruit from early spring to late in the fall. 6 Almo, 6 Arnout, 6 Americus, 6 Climax, 6 Chesapeake, 6 Fendall, 6 Glen Mary, 6 Gov. Fort, 6 Hertage, 6 Kevitt's Wonder, 6 Oom Paul, 6 Pan American, 6 Sample, 6 Productive, 6 Stevens Late, 6 Golden Gate, 6 Superb, 6 Three W's, 6 Wm. Belt, 6 Twilley; 120 plants for \$5.00

Collection 2.—12 Almo, 12 Arnout, 12 Chesapeake, 12 Fendall, 12 Glen Mary, 12 Hertage, 12 Kevitt's Wonder, 12 Three W's, 12 Twilley; all for\$2.00

Collection 3.—25 Almo, 25 Stevens Late, 25 Glen Mary, 25 Sample, 25 Hertage, 25 Bismark, 25 Wm. Belt, 25 Climax; all for.....\$2.00

Collection 4.—50 Glen Mary, 50 Almo, 50 Stevens Late, 50 Wm. Belt, 50 Sample, 50 Chesapeake; all for.....\$3.00

Collection 5.—100 Fendall, 100 Three W's, 100 Hertage, 100 Almo; all for\$4.50

Collection 5.—200 Glen Mary, 200 Stevens Late, 200 Almo, 200 Wm. Belt, 200 Sample; all for \$9.50

Collection 6.—300 Wm. Belt, 300 Glen Mary, 300 Almo, 300 Stevens Late, 300 Sample; all for\$13.00

Collection 7.—400 Climax, 400 Hertage, 400 Fendall, 400 Almo, 400 Gandy; all for.....\$16.00

All plants in these collections are young plants, sure to grow and yield a full crop of strawberries next spring. Each plant holds a ball of earth, packed in air-tight boxes and shipped by express.

Kevitt's Special Collection. Begin Fruiting in May, Continue Bearing All Summer and Late Fall. Will Bear a Full Crop Next Spring. Six Choice Varieties.

ALMO—Very early.

SAMPLE—Mid-season.

GLEN MARY—Mid-season late.

CHESAPEAKE—Mid-season late.

PAN AMERICAN—Everbearing.

PRODUCTIVE—Fall bearing.

COLLECTION A.

24 plants; 4 each of above; 6 varieties, \$1.50.

COLLECTION B.

36 plants; 6 each of above; 6 varieties, \$2.00.

COLLECTION C.

72 plants; 12 each of above; 6 varieties, \$3.00.

COLLECTION D.

150 plants; 25 each of above; 6 varieties, \$6.00.

NOTICE.

All bloom stems on the fall bearing plants must be removed up till July 25th. After this date let the plants bloom, and two weeks later you can pick ripe strawberries and the vines will continue to yield fruit up to November.

RHUBARB ROOTS.

Every home garden should have a few hills of Mammoth Rhubarb. A few have found great profits from buying roots in the spring, growing them one summer in very rich soil so as to establish a lot of crowns on each plant, and in the fall packing these roots solidly together in a cool, dark cellar, with rich earth between. In March and early April, six weeks before Rhubarb can be had from the open ground, beautifully pink, tender stalks two or more feet high can be cut and marketed at fancy prices. In this way many an old unused cellar, or a portion of any house cellar, can be made to give a fine cash income with little or no trouble or expense. When the marketing season is over divide the roots and plant in open ground to build up crowns for next winter's fruitage. There is money in cellar grown Rhubarb. Superb Victoria roots, \$1.00 per dozen; \$4.00 per 100; 300 or more roots at \$3.00 per 100.

BRIEF DIRECTIONS.

Strawberries should have rich soil for the best results. Plough the soil good and deep, apply well-rotted manure at the rate of twenty-five tons to the acre, late in the fall; cover the plants with manure to the depth of two inches; in early spring rake the coarse manure from the plants, let the fine manure remain, which will act as a mulch to keep the berries clean and prevent weeds from growing.

Kingston, Mass., Apr. 24, 1912.

Mr. T. C. Kevitt.

Dear Sir: Received strawberry plants this A. M. Set same out; plants look fine, and see no reason why they should not do well. When can I expect the collection of grapes I ordered? Thanks for extra plants. Yours truly,

MAX C. HANELT.

R. F. D. No. 2.

Bryantville, Mass.



Read "Strawberry Secrets"

and learn the results of the work of these last ten years. Learn how you can, and why you should, have the finest strawberries for your table or for market, almost till snow flies. Learn why berry-growers have thus far known little of this sensational development in horticulture. Get THE FIRST AUTHENTIC DESCRIPTION, and the FIRST COMPLETE HANDBOOK, of Fall-bearers. Read this outline of contents:

Birth of a New Kind of Berry; Men Who Have Worked Wonders; Fall-Bearers Differ from Others; How to Tell a Real Fall-bearer; Best Time to Set Fall-Bearers; Secret of Proper Fertilizing; Valuable Cultural Hints; Secret of Blossom Removing; Important Picking Pointers; Preparing Berries for Market; Some Marketing Secrets; How I Net 25 Cents a Quart; Three Crops in Two Years; 10,000 Quarts per Acre; Inside Facts About Varieties; How to Get Plants to Set; The Flavors of Fall Berries; Overcoming Natural Prejudices; Strawberry Shortcake in October; Actual Experiences and Testimonials.

GREAT OFFER!

"STRAWBERRY SECRETS"—One Copy, and "FARM JOURNAL"—rest of 1912 and 1913, Only 50 Cents; Postpaid.

GUARANTEE.

All plants ordered by mail or express guaranteed to reach destination in a perfect and fresh condition, when promptly taken from the express office.

CLAIMS.

I will not be held responsible for plants that are allowed to lay at the express office for days. How-

ever, if there is a just claim, I will be only too glad to rectify any loss.

TERMS

Cash with the order or satisfactory security; if wanted C. O. D., one-half of the amount with the order, balance when plants are shipped.

TRUE TO NAME.

All my plant beds are labelled, showing the name of each variety. I use every care to have all plants true to name, but in case a mixture occurs I will not be responsible for any sum greater than cost of the plants, should any prove otherwise than as represented.

I AM A SPECIALIST.

My entire attention is devoted to the growing and distributing of the best strawberry plants. My aim is to send you only strong, young, thrifty plants that will yield a full crop of choice strawberries next spring. I will gladly give advice as to requirements. Describe your soil and I will name you varieties that will yield enormous crops of strawberries.

Needham, Mass.

Mr. T. C. Kevitt.

Dear Sir: The strawberry plants reached me Thursday in good condition. Thank you for the extra ones. Respectfully,

ETHEL A. PAGE.

Apr. 15, 1912.

*Number of Plants Required to Set an Acre of
Ground at a Given Distance.*

Rows	24 in. apart,	plants	12 in. in row,	21,780
"	30	"	12	17,424
"	36	"	12	14,520
"	48	"	12	10,898
"	24	"	15	17,424
"	30	"	15	13,900
"	36	"	15	11,016
"	42	"	15	9,973
"	48	"	15	8,712
"	24	"	18	14,520
"	30	"	18	11,610
"	36	"	18	9,030
"	42	"	18	8,207
"	48	"	18	7,260
"	24	"	24	10,390
"	30	"	24	8,712
"	36	"	24	7,200
"	42	"	24	6,220
"	48	"	24	5,445
"	24	"	30	8,712
"	30	"	30	6,900
"	36	"	30	5,898
"	42	"	30	4,970
"	48	"	30	4,350

Money's Worth.

Constantine, Mich., May 3, 1911.

Mr. T. C. Kevitt, Athenia, N. J.

Dear Sir: The strawberry plants ordered from you came through in the best of shape, and such fine ones. I cannot complain about not getting my money's worth. Thanking you for your promptness in filling my order, I am most respectfully yours,

L. H. GEORGE.

Way to Texas.

Fruitland, Texas, March 14, 1911.

Mr. T. C. Kevitt, Athenia, N. J.

Dear Sir: Plants received today in fine condition. Please accept my thanks for the extra plants sent gratis.

H. M. DAVIS.

Promptly.

Versailles, Ky., April 3, 1911.

Mr. T. C. Kevitt.

Dear Sir. Thanks for filling my order so promptly. Will you be able to furnish the Productive strawberry in the near future?

MRS. EDITH S. HUNTER.

From Any Grower.

Ingalls, N. C., March 20, 1911.

T. C. Kevitt.

I have received strawberry plants all O. K. They are the finest plants I ever saw and have all the vitality that could be got in plants. I have been in the strawberry business four years and have ordered plants from eleven different strawberry men, and yours is the best I ever received from any man.

J. B. BURLESOM.

You Ought to Succeed.

Monson, Mass., April 10, 1911.

Mr. T. C. Kevitt.

Dear Sir: I received the plants today in fine condition. It is the biggest dozen plants I ever bought. I thank you very much for same and will say you ought to succeed if quality is equal to the quantity, and I have no reason to think it is not. I should get enormous results.

R. E. CHISHOLM.

This Time of the Year.

Paterson, N. J.

Mr. Kevitt.

Dear Sir. I received your box of strawberries. They are very fine flavor and are certainly fine for this season of the year. Wish you much success,

MARION T. PROBERT.

In Fine Shape.

Texarkana, Tex., Nov. 22, 1911.

Mr. T. C. Kevitt.

Dear Sir: Plants came in fine shape. The Chesapeake were the finest I ever received.

G. H. SUMNER.

Honesty is the Best Policy.

Manchester, N. H., Mar. 15, 1911.

Mr. T. C. Kevitt.

Thanks for returning me the \$2.00 which I sent to you in a mistake. Yours truly,

S. HOULNE.



"PRODUCTIVE" BEARING FRUIT IN THE FALL.

Very Satisfactory.

Vinalhaven, Maine,
April 18, 1911.

Mr. T. C. Kevitt.

Dear Sir: I have just finished setting out the three crates of strawberry plants received from you on Saturday. They arrived in excellent condition and were very satisfactory in every way; many thanks for the extras. Yours very truly,

HERBERT R. GOTT.

Riverside, Iowa, April, 1, 1911.

T. C. Kevitt, Athenia, N. J.

Dear Sir: The strawberry plants you forwarded some time ago were received in excellent condition. Nice stock and I wish to thank you for the extra ones sent. Yours truly,

J. W. PIGG.

Lancaster, Pa., Sept. 8, 1911.

Mr. T. C. Kevitt.

Dear Sir: Box of plants to hand in very fine and growing trim. They are not only as represented, but really better. I had ordered No. 4 collection. I am yours,

S. R. GRAYBILL.

They Are a Wonder.

Bridghampton, N. Y.
Aug. 16, 1911.

Mr. T. C. Kevitt.

Dear Sir: The Pan-American and Autumn plants I received of you last May are beginning to ripen fruit and are solid, full of blooms. I think they are a wonder.

CHARLES J. FARMER.

Needham, Mass., April 28, 1911.

Mr. T. C. Kevitt.

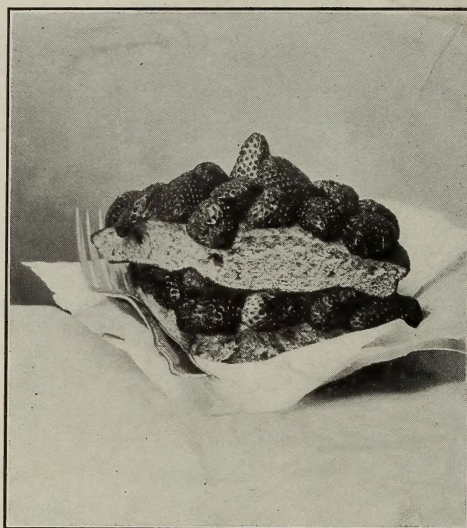
Dear Sir: The strawberry plants reached me four days ago. They were in splendid condition; thank you for same. Respectfully,

ETHEL PAGE.

Kevitt's Fall Bearing Strawberries

STRAWBERRIES AND STRAWBERRY SHORT CAKE ALL SUMMER AND LATE IN THE FALL BY PLANTING MY MID SUMMER AND FALL BEARING PLANTS. THE BEST AND MOST PRODUCTIVE TO PLANT ARE

PAN AMERICAN AMERICUS PRODUCTIVE



Strawberry Short Cake in October the Limit of Nature's Possibilities.

PRICE LIST OF FALL BEARERS.

<i>Names of Varieties</i>	<i>12 by Mail</i>	<i>25 by Exp.</i>	<i>50 by Exp.</i>	<i>100 by Exp.</i>
AMERICUS—Perfect	\$2.50	\$4.00	\$7.00	\$12.00
AUTUMN—Imperfect	1.00	1.50	2.00	3.00
FRANCIS—Perfect	2.50	4.00	7.00	12.00
PROGRESSIVE—Perfect	2.50	4.00	7.00	12.00
PRODUCTIVE—Imperfect	2.50	4.00	7.00	12.00
SUPERB—Perfect	2.50	3.00	5.50	10.00
PAN AMERICAN—Perfect....	2.00			
SURPRISE—Imperfect			Each Plant, One Dollar	
SIBERIAN—Perfect			Each Plant, One Dollar	

The *SIBERIAN* is a White Strawberry—very sweet.

The *PRODUCTIVE* will yield three crops in two years.

TICE C. KEVITT,

ATHENIA, N. J.